

The Value of Encore



"Jeanne, I retired a year ago (at age 75) and listed "sing again" on my "To Do" list. Thanks to your foresight, people like me can fulfill such promises to ourselves. Thanks for bringing vocal music back to my life." - Anne, New Encore singer

It is such an exciting time of the year for all of us at Encore. The holiday music is sounding glorious and we are all looking forward to our spectacular free community concerts. And I imagine your nightly dreams include singing "A Musicological Journey of the Twelve Days of Christmas" with a few "Alleluias" thrown in there. The concerts are always fabulous, but the rehearsals are our real love. They allow us to come together and learn music that challenges us to the max. And it is

Jeanne Kelly, Founder especially rewarding for me and all of our talented Encore conductors to have singers who have not sung for years, or who have never sung, come into the fold. Encore is accessible to all. We meet new friends and we go out of those rehearsals feeling renewed and refreshed. Our conductors love seeing the happiness and excitement after a rehearsal. Our singers daily remind us that creativity and aging is alive and well. I hope Encore lives forever. We are building a grand legacy together!

Sing on! Jeanne Kelly

Encore by the Numbers

We are exceedingly proud of the steady and sustained growth Encore has experienced over the past 8 years. What started as an outgrowth of the *Creativity and Aging Study* with three chorales, has become the largest choral singing program for older adults in the country.

Year	DC/Baltimore Chorales	DC/Baltimore Singers	DC/Baltimore Conductors	Number of US Affiliates
2007	3	165	1	0
2010	11	406	2	1
2013	12	600	5	3
2015	17	960	9	7

2015 Highlights

- Finalized the appointment of a new Executive Director.
- Encore trip to Cuba was an exciting cultural exchange adventure.
- The largest classes to date attended the choral institutes at Washington College and the Chautauqua Institution.
- Our first Chorale Master training session allowed our valued volunteers to meet and exchange ideas to enhance our program.
- ENCORE ROCKS started in October – a sell-out with 115 singers.
- 3 new Affiliated Chorales - in Santa Clarita, CA, Highlands Ranch, CO and Cherry Creek in Centennial, CO - joined Encore.
- Encore now has 9 professional conductors directing our 17 Washington DC/Baltimore area chorales.



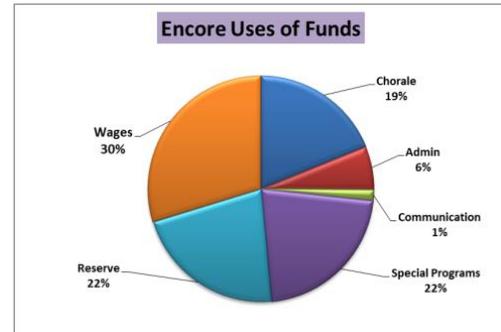
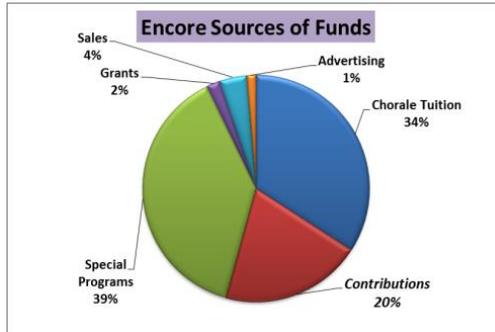
Encore Conductors & Chorale Masters Fall 2015

Looking to the Future

- Three ENCORE ROCKS locations in Spring 2016 – in Washington DC in January, at the Washington Conservatory of Music at Glen Echo Park starting in March and at Anne Arundel Community College in June.
- Summer choral institutes – at Washington College in July and at Chautauqua in August - will continue to offer excellent, intensive choral training for singers from around the country.
- Jeanne Kelly and Krystal McCoy will speak about Encore and engaging older adult singers at the American Choral Directors Association regional conference in Boston in February, and at the American Society on Aging national conference in March in Washington. Encore singers will also perform at the ASA Conference.
- Planning will start for the 10th anniversary celebration of Encore's decade of service to older adult singers.

Financial Report

It may surprise you to know that chorale tuition represents only slightly more than a third of Encore's revenue. The largest source of revenue is Special Programs – Singing at Sea and Summer Choral Institutes. We continue to develop grant support. The Maryland State Arts Council has increased Encore's General Operating Grant to \$15,000 in FY2015-16. Encore relies on personal donations for 20% of our income and most of those donations do come from our singers.



Encore's budget year runs from September 1 to August 31. The FY2014-15 revenue budget was \$441,000 and revenue projections were exceeded by \$57,000 due in large part to the generosity of our singers, successful Singing at Sea program, and well-attended summer choral institutes. This additional revenue has made it possible to hire an Executive Director to support our program. We believe the Executive Director is vital to the future health and expansion of Encore. Our revenue goals for this fiscal year include an increase in personal contributions of 25% or \$25,000. Contributions may be cash/check, online, stock donations, or IRA/retirement fund contributions (consult your financial advisor). For more details about Encore, the full IRS 990 report for FY2013/14 is available by request and the FY2014/15 IRS 990 will be available in January 2016.

Why We Need Your Support

"...I'm also enjoying your teaching substance and style – I haven't sung in 25 years, and I feel like I'm getting individual voice lessons from you. Thank you for taking on the Encore Chorale. For me, it's the perfect opportunity at the perfect time." -Note to Conductor Deb IntVeldt from a new singer

Whether you come to Encore for: the musical education; the opportunity to perform at beautiful concert venues; the intensive choral institutes in the summer; our "Singing at Sea" adventures; or as a continuation of a life-long desire to express yourself through song – Encore has made a place for you. The Encore mission to provide high quality music education and performance opportunities regardless of experience is at the heart of our program and is what our leadership, conductors, valued volunteers, and staff are dedicated to providing to every one of our singers.



Encore Chorale in Concert

As with many arts organizations, Encore depends on the financial support of generous donors to sustain the program. Among other things, the generosity of our contributors allows us to:

- Maintain tuition levels at a rate most can afford and provide scholarships to those with financial need;
- hire professional conductors who challenge and inspire our singers; and
- provide our community, as well as your friends and family, with high quality free concerts.

Your support will allow the Encore program to continue to thrive and meet the growing demand for quality musical instruction and performance opportunities among our older adult community. Together, we can continue to make wonderful music and make a positive difference in the lives of older adults.